

## **ABSTRACT**

It was found that a DNA consisting of a nucleotide sequence as set forth in SEQ ID NO: 1 having one sequence (SEQ ID NO: 2) unit, has a function of an initiator or a promoter. Therefore, it is provided a DNA consisting of a nucleotide sequence as set forth in SEQ ID NO: 1; a DNA in which a 5'-end of a DNA consisting of a nucleotide sequence as set forth in SEQ ID NO: 1 is added to a 3'-end of a DNA having one or more of the sequence (SEQ ID NO: 2) units; the above DNA further containing a structural gene; a vector having the above DNA inserted therein; a transformant having the vector transfected therein; a method of regulating gene expression or a method of producing a protein using one member selected from the above DNAs, vector and transformant; and a reagent kit containing one member selected from the above DNAs, vector and transformant.